

# PRODUCT DEVELOPMENT MS

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## PROGRAM OVERVIEW FOR EMPLOYERS

RIT's Master of Science in Product Development (MPD) program is a leadership program designed for engineers, scientists, technical managers, and other experienced professionals who aspire to mid- and senior-level positions driving product innovation. The program integrates business and engineering courses, consistent with cross-functional, end-to-end product development and the systems perspective that is so critical to conceive, create, launch, and support today's complex product portfolios. Electives provide flexibility to tailor program content to meet specific learning objectives of students and sponsoring organizations. A corporate-oriented Capstone project provides immediate benefits to sponsoring organizations and is an excellent opportunity for students to gain visibility and recognition.

The MPD program is offered on-campus or through web-conferencing.

### Degree Awarded

Master of Science in Product Development, requires 60 credits.

### Enrollment

Approximately 15 students enroll annually. Most students are sponsored by a local company, but self-sponsorship is available. Candidates should have five years of experience in a product development environment.

### Cooperative Education Component

Cooperative education is not a formal part of the MPD program, but internships can be sought to augment the program.

### Salary Information (Avg/Range)

Co-op: Not available.

MS: \$88,500                      \$69,000 - \$96,000

### University Partnership

RIT's MPD program is one of only a handful of product development programs in the US. It was established in 1999 as part of a university consortium founded at MIT to address a gap between existing academic programs and a business need for technically grounded leaders, individuals with a strong systems perspective and knowledge base in both engineering and management. Graduates from the partner universities share a common language and set of concepts that facilitate communication and

networking across corporate and geographical boundaries.

### Student Skills & Capabilities

Students acquire the foundation skills and strategic perspective necessary to become future leaders and senior managers responsible for driving business growth through product innovation. They learn how a company's business strategy, vision, and core capabilities, coupled with the voice of the customer, determine project strategies and create best-in-class product portfolios and architectures. Students develop receptiveness to change and continuous improvement, an understanding of the enablers to business success, and an enhanced ability to recognize barriers early in the commercialization cycle when corrective actions are least costly.

The MPD program prepares technical experts for careers as project leaders and technically grounded senior managers of their enterprises. Upon graduation, most students assume additional leadership responsibilities very quickly, primarily within the product commercialization arena. Cross-functional program management or technology management positions are the most likely outcomes, although students have leveraged their new interdisciplinary skills and technical backgrounds for product management and other business-oriented positions.

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## Course Sequence MS degree

The 60-credit MPD program consists of 13 business and engineering courses, including three electives, plus a Capstone project.

- Excellence in New Product Development (0303-780)
- Engineering of Systems I, II (0303-786, 788)
- Systems and Project Management (0303-784)
- Organizational Behavior and Leadership (0102-740)
- Marketing Concepts (0105-761)
- Accounting for Decision Makers (0101-703)
- Decision and Risk-Benefit Analysis (0303-785)
- Operations and Manufacturing Systems (0303-764)
- Systems Optimization (0303-787)
- Electives (3)
- Capstone Research Project (0303-892, 893)

### Elective courses

Three electives (12 credits) afford the opportunity for students to tailor the MPD program to better meet personal and organizational needs. Students may select from a list of other courses approved by the program, but at least one elective must be from Business and another from Engineering. Recommended electives include Managing Research and Innovation, New Venture Creation, Supply Chain Management, Advanced Topics in New Product Development, Product Development in the Extended Enterprise, and others.

### Capstone project

Students complete a project (eight credits) during the final three quarters of the MPD program based on a real-world problem, often identified in the companies where they work. The corporate-oriented Capstone project encompasses the broad integrative aspects of new product development – it synthesizes, increases, and demonstrates the student’s understanding and knowledge of previous program material and underscores the behaviors essential to product development leadership. The Capstone Project provides immediate benefits to sponsoring organizations.

### Selected Employers of Product Development MS Graduates:

Alstom, Bausch & Lomb, Branson Ultrasonics, Carestream Health, Cliftronic, Corning, Delphi, Eaton, Ginzler Graphics, Gleason, Greatbatch, GW Lisk, Honeywell, Harris RF, Inficon, Infimed, ITT Fluid Technology, ITT Space Systems, Johnson & Johnson, Kodak, Parker Hannifin, PPC, RIT, Sensis, Vanlab, Veeco, Welch-Allyn, Xerox.

### Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Charles Dispenza, the program coordinator who works with the Product Development MS program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

#### Mark Smith, Director

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